

Business Method and Apparatus for Advertising and Fundraising**ABSTRACT OF THE DISCLOSURE**

A business method for advertising and fundraising and its associated device are
5 disclosed. The business method provides for fundraising without sales and without
money outlays from fundraising organizations. Hosting sponsors pay for apparatuses
used during the fundraising event in exchange for advertisement on the apparatuses. The
business method also increases pedestrian traffic into each hosting sponsor's location.